

IN THE CLAIMS

1. An electronic commerce system, comprising:
 - a host with two-way communication to a plurality of distributors, each of said plurality of distributors
 - 5 offering an addressable inventory of merchandise consisting of discrete items;
 - said host having the capability to sort said discrete items from said plurality of distributors according to a class designation, wherein members of a
 - 10 same class are assigned a unique tag; and
 - a store builder with electronic access to said host and capable of requesting at least one unique tag, whereby said host then creates a store for said store builder, said store providing a consumer with access,
 - 15 via said distributor, to items assigned said unique tag.
2. The electronic commerce system of claim 1 wherein said store is customized by at least one of top and bottom border design, dominant color, font style, store name, slogan, narrative and URL.
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3. The electronic commerce system of claim 2 wherein said store is customized by a combination of top and bottom border design, dominant color, font style, store name, slogan, narrative and URL.
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4. The electronic commerce system of claim 3 wherein
said store has a product mix commensurate with a key
word store.

5 5. The electronic commerce system of claim 3 wherein
said store has a product mix commensurate with a
specialty store.

6. The electronic commerce system of claim 2 wherein
10 said store builder maintains a consumer accessible web
site that is separate from said store.

7. The electronic commerce system of claim 6 wherein
said consumer accessible web site includes an electronic
15 link with said store.

8. The electronic commerce system of claim 6 wherein
said store builder sells personalized items from said
consumer accessible web site.

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9. The electronic commerce system of claim 8 wherein
said host conducts administrative functions related to
the sale of said personalized items.

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10. The electronic commerce system of claim 6 wherein said store builder sells private label items from said consumer accessible web site.

5 11. The electronic commerce system of claim 10 wherein said host conducts administrative functions related to the sale of said private label items.

10 12. The electronic commerce system of claim 2 wherein a single store owner owns multiple stores, each with a different URL.

15 13. The electronic commerce system of claim 12 wherein said host maintains the administration of all of said multiple stores owned by said single store owner.

14. The electronic commerce system of claim 2 wherein said host is not discernable by said consumer.

15. A method for the manufacture of an e-commerce store comprising the steps of:

having a store owner electronically accessing a
5 host, said host electronically displaying a plurality of generic store types;

selecting a store type;

setting up an account whereby said host may recognize a unique store owner;

10 customizing said store appearance;

customizing a product mix of said store; and

devising a commission schedule whereby if a consumer provides a purchase price to purchase an item from said store, said purchase price is divided between
15 a distributor of said item, said store owner and an administrator of said host.

16. The method of claim 15 wherein said step of selecting a store type includes the selection of a store
20 from the group consisting of generic, specialty and key word.

17. The method of claim 15 wherein said step of
customizing said store appearance includes selecting one
or more of a combination of top and bottom border
5 design, dominant color, font style, store name, slogan,
narrative and URL.

18. The method of claim 17 wherein said step of
customizing said store appearance includes selecting all
10 of a combination of top and bottom border design,
dominant color, font style, store name, slogan,
narrative and URL.

19. The method of claim 15 including the further step
15 of said host assigning said store a URL that comprises a
domain name available from said host and a directory
name selected by said store owner.

20. The method of claim 19 wherein said step of
20 customizing said product mix includes aid host
displaying a proposed product mix and said store owner
deselecting undesired items, if any, from said proposed
product mix.

25 21. The method of claim 20 wherein said store owner
further selects additional items to include within said
product mix.